

Buyer Beware

Words from the Text

A Choose the correct answers.

- John works at a large firm / hangout so he doesn't know everyone's name.
- Agree / encourage with Sue. I think she's absolutely right.
- Advertisers / Consumers are usually influenced by advertising.
- The room was so deceptive / crowded that I couldn't hear what you were saying.
- Let's try a new approach / hangout. Perhaps we'll solve the problem.

B Use the clues to complete the puzzle and find the hidden word.

- to listen unintentionally 1. e v e r h e a r
- to differ in opinion with someone 2. d i s a g r e e
- not knowing something 3. u n a w a r e
- to be selected 4. i a r g e t e d
- a lot of people present 5. e r o w d e d
- to motivate 6. e n c o u r a g e
- in fashion 7. s t y i s h

The hidden word is: hangout

C Complete the sentences with the words below.

overhear / encourage / for instance / unaware / advertisers / targeted

- The shop tried different ways to attract customers. For instance last week, they gave out free samples.
- People who live alone are often targeted by thieves.
- We talked quietly so that they wouldn't overhear our conversation.
- Advertisers are constantly thinking of ways to attract buyers.
- The salesperson tried to encourage me to buy the shoes, but they were too expensive.
- It was so quiet that I was unaware that there was anyone in the house.

Grammar: PASSIVE

A Choose the correct answers.

- The address must be written / must be written clearly.
- The photographs are taking / are being taken by a professional photographer.
- Their ancestors built / were built the house two hundred years ago.
- I'm sure I won't be allowed / will allow to go to the party.
- The cold weather has been damaged / has damaged most of the fruit on the trees.
- Small children ought to be taught / ought to teach table manners.

B Complete the sentences with the correct passive form of the verbs in brackets.

- New Year is celebrated (celebrate) in many different ways around the world.
- I'm sure that all the tickets will be sold (sell) by tomorrow.
- The instructions must be followed (must / follow) carefully.
- These days, more and more people are being targeted (target) by undercover marketing.
- White and coloured clothes washed (should not / wash) together.
- Gucci bags are sold (sell) in expensive shops.

C Write an active and passive sentence for each picture. Use the verbs below in each pair of sentences.



- The couple are targeting the young girl.
 - At the moment, the young girl is being targeted by the couple.
- Yesterday, Pam purchased all the dresses.
 - All the dresses were purchased by Pam.
- The supermarket offers free samples every day.
 - Every day, free samples are offered by the supermarket.
- This café doesn't allow animals.
 - Animals are not allowed in this café.